NB

PARLIAMENT MENTHOL 1996

JULY MENTHOL FSI

PROJECT CODE: C21

EXP	DESCRIPTION	CRC	COUPON COST	REDEMPTION	TOTAL COST	UNITS MOVED
	$2.00 OFF CTN/ 4 PACKS	12,000,000	$ 2.10	2.00%	*$504,000*	*36,480,000*
	ACCOUNTING ACCRUAL AS OF 12/96				$640,378	46,351,154
	AGENCY				0	
	* Y&R INITIALLY BUDGETED AT $30,000. HOWEVER, NO CHARGES WILL INCURR (AS AT 10/96)					
	MARKETS:					
	REGION 1		FAV/UNFAV		$932	
			TOTAL COST		$640,378	
			CURRENT PLAN		$641,310	
			CPM		$13.84	
			2ND REV BUDGET		$655,000	
			ORIG. BUDGET		$503,696	

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Source: https://www.industrydocuments.ucsf.edu/docs/hpnm0004